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"Why I Like American Made Goods."

Lady Duff-Gordon, the Famous "Lucile" of London, Tells Women the Folly of the Chase for "the Imported."

D—A Charming Model Made of American Batiste and Lace.

You can imagine how pleasantly surprised I was to find that the difficulty these patriotic American ladies—who evidently never buy anything of their own country's manufacture nor know anything about them—put forward to me was no difficulty at all. Didn't exist, in fact, as my saleswomen get all the needed materials and better for copying my models right here in American-made goods.

So I don't see why you American women persist in sending abroad for material. It is just one of your foolish prejudices. In the Fall I shall be able to design and make right in New York my Winter models, and they'll all be made of American-made goods.

I have mentioned the silks, but in the lawns and organdies you have absolute artists in the manufacturers. To my immense surprise I am told by reliable people, that to find a really good sale for your own clever manufactures in this line, many stores and shops where these goods are sold, have to say that they are imported French lawns, etc., etc.

LADY DUFF-GORDON, the famous "Lucile" of London and foremost designer of fashions in the world, talks to-day of American-made goods, the falsity of the "imported" apparel, and describes some of the dresses she has made of fabrics manufactured in the United States.

Lady Duff-Gordon has found the silks, the lawns, chiffons and embroideries she has bought here to be superior to any of France or England. She mourns the folly of American women in not patronizing their own markets and has something to say about the slavish owing to foreign fashions.

Most of the titled people and gentlefolk who attend the famous Ascot races in England wear gowns designed by Lady Gordon. For the first time in history this year scores of them will appear in fabrics that were made in America. While she has been here "Lucile" has finished these gowns and they are now on their way abroad.

By LADY DUFF-GORDON ("Lucile")

I WOULD like to talk to you a little about your American-made fabrics. America and was discussing things with me. I think it is very foolish for any my many American women friends in London at Christmas time, one of the American woman to want goods made in England or in France or in Germany. Why should she, when all these things are made so much better here? And there is this conclusion, I must admit, was as much a surprise to me, when I formed it as it may be to you who read it.

Take, for instance, the French ones. They are so much softer and finer and have much more beautiful coloring than any I have ever seen in Paris or London. This is the real truth, and not said to please anyone, but because I think so and I know it is truth.

When I first thought of coming to America and was discussing things with me. I think it is very foolish for any my many American women friends in London at Christmas time, one of the American woman to want goods made in England or in France or in Germany. Why should she, when all these things are made so much better here? And there is this conclusion, I must admit, was as much a surprise to me, when I formed it as it may be to you who read it.

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A—A "Lucile" Gown of American Silk, Made Picture Fashion.

Otherwise the great American patriotic public would think nothing of them. A man is never a prophet in his own country, and this seems to be the case in a Republic as to its products for fashion. I think it shameful of you American people not to be proud of these splendid fabrics, and you ought to encourage and buy and be thankful to the people who make them for you. Now we are not like that in England. We are quite crazy about any of our own manufactures, and never have to pretend that our muslins and laces and woollen goods are made in Paris to get a sale.

If Madame Roland exclaimed of the crimes that are committed in the name of liberty, I exclaim at the crimes that are committed in the name of "made abroad." It is so foolish and spendthrift and downright criminal of you to neglect the infinitely better things you have at your own doors to go running after false gods.

Of all the fabrics of American manufacture the silks seem to me to be the best. I think the woollen materials are certainly better in our country, but your silks are quite extraordinary. They are

C—A Simple Little Dress Designed by "Lucile," Made of American Taffetas from Maine.

so heavy and soft and of such delightful colorings. Of the silks that are called "charmeuse," "meteor," "liberty," and all the soft, clinging family, the draping quality they possess is a pure joy to me. I am using these silks now in great quantities, and am taking a lot back to England with me. It was an immense surprise to me to learn that these beautiful lovely fabrics, with their beautiful designs, were manufactured in New Hampshire and Rhode Island and Massachusetts. But it was a greater surprise to me that you did not realize what you have at your very doors.

I have ordered from American houses quantities of silks, velvets and other materials which I shall take to England with me to be made into my Winter models. The English, I know, will receive them with great curiosity, because they, too, have always been led to believe that all materials for dresses in America were imported. But they are so far that they will acknowledge at once how beautiful they are.

Now here's a surprise. For the first time in history the gowns at the Ascot races, the best of gowns, will be made of American goods. I have made the models while here, the dresses are nearly finished, and in my next article and perhaps the next after that I shall describe those dresses, what the Ascot races mean as a fixing of fashions, and I shall show you sketches and photographs of these gowns, so that you will see them even before they appear in England.

Of course prices are very much higher here than they are abroad. So after all I won't save much by not bringing my models from England. Labor is exactly double the cost here that it is in London. A fitter who gets \$30 a week in London gets \$60 here and so on. But \$60 here does not so far as \$30 in London. Living is so terribly expensive—food, house rent and so on.

However, to leave economies for the way I have been received here—I expect to create a fashion for American-made goods abroad when I return. And did you know, by the way, that the American shoe has already captured the foreign market? Everyone abroad is enthusiastic about them. They even transcribe the feet of the Frenchwoman, and that is a feat, indeed, not to perpetrate a purely English pun.

Folk abroad have come to realize the extraordinary smart cut of the American shoe. They give the large, clumsy extravagance of the Frenchwoman quite a dainty look. It is a great fallacy to imagine that they have pretty, small feet. They are thick all through, and as for their ankles—they don't exist. I am wondering what they look like in the present fashion of short skirts.

I wear American shoes and have for years. I have them in all colors to match my dresses. I particularly recommend the colored boot tops, especially the tan-colored with black.

In the same way American women are at fault in neglecting the goods that are made in America for the sake of those which come with the "imported"

The Latest Photo of Lady Duff-Gordon, Posed by the Campbell Studio, 564 Fifth Avenue, New York.

Back View of the Model D.

hallmark. So they destroy their own taste by blindly taking whatever anyone offers them as the last word from Paris. Up to a certain point American women have very clever ideas of dress. They have their eyes educated as to a sense of balance. The national tendency toward exaggeration is toned down. But I am sorry to say that I think the general idea of people whom I see in the streets and in the large hotels show this tendency, this effluence of taste that is almost exalted to a surprising degree. It is in their dress, their gait, and their manner.

Please don't misunderstand me. It is not the methods of business I don't like, and haven't I said what I think of the American-made goods? My quarrel is with the women who won't realize what they have at their own doors in the way of beautiful fabrics, and who will run to Europe in their dress and manners. Here on this page are some of the dresses I have made up since I have been in this country. Every bit of cloth and everything else about them was made in America.

A is an exquisite gown made of American silk manufactured in Pennsylvania, and having all the appearance of the most artistic Parisian product, as which, in fact, it is. The dress is a gown in a most charming creation for a youthful woman or a girl. The silk is of the palest flesh pink, with a delicate, delicately colored, and flowers scattered over it. The skirt is gathered in at the bottom with shirring, making a little puff below which is a rill. The overdress is a plain, fashion, looped up at the back. There is an adorable little coat-like corset with a rounded tab back and front, and big silk covered buttons. The corset is of plain pink silk, and there is a pale blue sash with ends a lace, and the small short sleeves have a finish of tucked lace like a cuff.

B is a beautiful gown made of American fabric, and embroidered net. The basis of the gown is of palest pink mauve, a most peculiar shade of pink, and over this is a pale coral or very deep coral color, almost an oriental scarlet. The net is of a shades and came medallions. Over the shoulders is draped a scarf of dotted net in flesh pink, with bands of gold fringe about the ends and edges.

C shows a little dress made of American taffetas manufactured in Portland, Maine. It is of the richest, softest quality and is of a spot variety in gold and green. It is made in a very simple fashion, quaint and youthful. It is out of date, and a little thing may be worn with it to make it a day gown if one wished. The trimming of the gown consists of side plinkings, with edges stitched down flat, after the fashion of a hundred years ago. This quaint pleasing extends down the front in two bands and around the bottom; it borders the square décolletage and finishes the short sleeves.

The waist is outlined by a wash of deep green chiffon, edged with deep gold fringe. There is a delicate, delicate, showing between the pleated bands down the front, and there are butterfly bows of lace bound on a green chiffon caught here and there. The sleeves are finished by delicate lace little in lace cream color.

D shows a model made of batiste and lace of American manufacture. The batiste is of the palest blue, and forms the overdress, which is finished about the edge by a deep hem and tuck. The under dress is of palest flesh-colored lace and gauze, and is decorated by a bow of pale pink taffeta ribbon with long ends. The upper part of the gown is of the flesh-colored lace and gauze, and there is a soft, folded skirt of the pale blue batiste.

How Animals "Terrify" Enemies.

It is generally believed that many animals, especially insects, assume what is called a "terrifying attitude," by means of which they escape their natural enemies. In the Zoological "Jahrbuch" Mr. Arnold Japich describes the "terrifying attitude" of the hawk-eyed moth.

During the day this insect sits with folded wings on the willow, or other tree. The eye spot and the rose-red part of the wings are hidden, and the moth looks like a group of dried willow leaves. This is its protective attitude, by which it escapes to escape observation. But if disturbed, it immediately assumes the "terrifying attitude." The eye spot and red are displayed, the thorax arched, abdomen curved up. This is accompanied by a protruding and retracting of the front of the body.

The movement lasts some few seconds, or half a minute. This is thought to frighten the moth's enemies. The eye spot may suggest the eye of some much larger animal, while the energetic motion may give the impression that the enemy itself is about to be seized and devoured.

But does the moth's "terrifying attitude" really frighten its enemies, and allow it to escape? Standfuss tried some experiments with a view to settling this point. He gave specimens of the moth to nightingales, robins, black-caps and other birds. Four out of five were obviously frightened when the moth assumed the "terrifying attitude," and left it alone after one trial.